

# **True Sport Community Fund**

## **2010 Guidelines**

Prepared by the True Sport Foundation  
and the J.W. McConnell Family Foundation

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## Introduction

True Sport Community Fund grants are available to community-based sport and recreation organizations throughout Canada to support projects that unite and build stronger communities through sport. Grants will help address issues of *access* and *inclusion* that prevent certain children and youth aged 4-17 from participating in sports (see **Sport Definitions**-page 13 of this document).

The True Sport Community Fund grants will range from \$5,000 to a maximum of \$50,000 and will be awarded to organizations and groups to increase access and participation in sport as described above. Priority will be given to projects and programs that provide sporting opportunities for children and youth from low income, Aboriginal and new Canadian families (see **Selection Criteria**-page 5 of this document).

The True Sport Community Fund application process involves several stages and deadlines (see **Dates and Deadlines**- page 10 of this document).

Please read these guidelines carefully before submitting a funding proposal.

To discuss your proposal, your eligibility or for support in completing any stage of the application process, please refer to the contact information at the end of this document.

## Overview

The True Sport Community Fund is the result of a partnership between **The J.W. McConnell Family Foundation** and the **True Sport Foundation**. The True Sport Foundation is a charitable organization committed to the belief that sport makes a powerful and positive contribution to the development of people and their communities. True Sport believes in values-driven sport that is founded on the four core values of fairness, excellence, inclusion and fun.

## Funding Details

The True Sport Community Sport Fund was launched in February 2007 and will operate through 2010. In 2010, the fund will distribute grants ranging in value from \$5,000 up to a maximum of \$50,000.

Emphasis is on the ability of applicants to demonstrate how good sport will make a great difference and how a True Sport Community Fund grant will increase

*accessibility* and promote *inclusion* for children and youth in sport programs in their community.

## **Selection Criteria**

Programs that involve multiple community partners, and foster community leadership, social networks, and healthy lifestyles within the targeted sectors of Canadian communities will be given greatest priority.

The targeted sectors are children and youth from **low income, aboriginal and new Canadian families.**

In addition, those applications that show **long-term sustainability and legacy potential** and are able to impact the greatest number of people in a community will also be given priority.

Grants will be awarded to community organizations, teams or clubs that demonstrate in their application how a True Sport Community Sport Fund grant will increase *accessibility* and promote *inclusion* for children and youth in community based sport programs. Proposals that reduce barriers to participation and are consistent with the True Sport value of inclusion will be given priority. Examples of reducing barriers to participation may include **decreasing enrollment costs, equipment sharing / swapping programs, increasing the number of coaches and officials, improving the quality of playing surfaces, creating new fields or rinks, or capital improvements to make playing surfaces easier to access.**

For larger grant requests, (\$20,000 - \$50,000), priority will be given to projects that demonstrate a range of community partners from a variety of sectors in the neighbourhood / community.

Grant applications can be for ongoing operations, programs or specific capital investments / improvements directed at reducing barriers to children and youth participation in the eligible sports in the community (see **Sport Definitions**- page 13 of this document).

Other factors influencing the grant consideration include:

- Increasing the number of youth who participate in sports in a community
- Creating a safer and more welcoming environment in sports
- Demonstrating innovation in program content and delivery in making all youth feel welcome in sports regardless of gender, socio-economic background, culture, ability, race, language, age or skill level

- Demonstrating community support through such things as a matching dollars program, multi-sectoral partnerships, youth group involvement etc.
- Increasing the number of volunteers supporting the delivery of sport programs in a community
- Demonstrating strong community management and good governance

Communities that are awarded a True Sport Community Fund will receive:

- A True Sport Community Fund sign to be posted in a visible location
- A letter of congratulations from the True Sport Foundation
- Promotion in all True Sport Community Fund media and public relations activities
- A True Sport Community Action Kit

## **Application Process**

The application process for the True Sport Community Fund has several stages:

1. All interested parties must first complete and submit an expression of interest form
2. The True Sport Community Fund Manager will contact each group that submits an expression of interest to discuss the proposal and determine the suitability of the project
3. Suitable projects will be invited to submit a full proposal using the TSCF application form.

All application documents must be submitted using the official online forms at [www.truesport.ca/tsfund](http://www.truesport.ca/tsfund). For assistance in submitting an application, please refer to the contact information at the end of this document.

At the end of all application documents the applicant must click a box and type in his or her name and the date, in lieu of a signature. This indicates that the applicant accepts responsibility for the accuracy of all information on the form, and that he or she has obtained consent for the application from the appropriate community organization, team or club.

Entries must include current addresses and phone numbers of the community organization, team or club and the applicant. (This is crucial if recipients are to be properly notified in time to receive their funds).

When completing an official application form please note that all testimonials, biographies and relevant supporting documents that may include media articles, letters of support, personal impact statements, community impact statements and budgets may be included in the text portion of your application or uploaded on the form. When uploading a file, applicants must respect the size and format restrictions outlined on the application form. [Maximum file size of 1024 kb or 1MB; acceptable file formats - Microsoft Office (doc, xls, ppt), Picture (jpeg or jpg, gif, bmp), Adobe (pdf).]

**Upon successful submission of each application document (expression of interest and application form) the applicant will see a pop up screen and receive an email to confirm that the application has been received. If this confirmation is not received, your application was not successfully submitted. Please try again or call 613-526-6043 for assistance.**

## **Conditions of Entry**

The applicant warrants that the information presented in the expression of interest and/or application form is a true and fair record of the community organization, team or club.

If necessary, the applicant may be asked to provide proof concerning any information submitted to the Selection Committee, or requested by the Committee, to verify awards, testimonials, or other relevant information (to be submitted only on request of the True Sport Foundation).

The applicant and the community organization, team or club grant The J.W. McConnell Family Foundation, the True Sport Foundation and the True Sport Community Fund the rights to use any of the provided materials for promotional, media, and broadcast purposes as related to its mandate.

The applicant warrants that all community organizations, teams or clubs implicated in the application have been notified of the application.

The applicant warrants that the completed application form is accompanied by all required documentation as outlined in the **Application Process** section of this document. If the True Sport Community Fund determines that the information is inaccurate, the True Sport Community Fund reserves the right to declare the submission ineligible.

The community organization, team or club and the applicant acknowledge that all Selection Committee decisions are final.

The signatures on the application form certify an understanding and acceptance of the True Sport Community Fund guidelines.

## Process: Application Review

All documents required for the True Sport Community Fund application process are available at [www.truesport.ca/tsfund](http://www.truesport.ca/tsfund).

Any organization that meets the True Sport Community Fund eligibility criteria (see **Eligibility**-page 9 of this document) may submit an expression of interest. All expressions of interest must be submitted through the online application form.

### 1. Expressions of Interest:

Once completed, expressions of interest will be reviewed by the True Sport Community Fund Manager. Only completed forms will be reviewed. A follow up phone call will be scheduled to discuss your proposal and determine suitability as it relates to the True Sport Community Fund **Selection Criteria** and **Eligibility Criteria**. For assistance in submitting an expression of interest, please refer to the contact information at the end of this document.

### 2. Application Form

Only completed, forms will be reviewed by the Selection Committee. Upon receipt, the Selection Committee reviews each application to ensure eligibility requirements are met. Receipt of all complete applications will be acknowledged and reviewed by the Selection Committee. For assistance in submitting an application, please refer to the contact information at the end of this document.

The Selection Committee is made up of qualified and informed volunteers selected by the True Sport Foundation from key organizations involved with the True Sport Community Fund. Once the Selection Committee has reviewed applications and made its selections, all applicants will be notified in writing regardless of the outcome of their application.

Successful applicants are required to respond in writing to accept the terms and conditions for a True Sport Community Fund grant. If the recipient agrees, information about who received a grant and what the grant was for will be released to the general public.

Grant recipients will be listed on [www.truesport.ca/tsfund](http://www.truesport.ca/tsfund). The listing will provide details on how the grant will address issues of *accessibility* and *inclusion*.

## Dates and Deadlines

EVENT / ACTIVITY	DEADLINES / DATES
Application Period	February 15 – May 31, 2010
Deadline to submit expression of interest	April 12, 2010
Deadline to complete application form	May 31, 2010
Announcement of awards	July 2010

## Eligibility: Who Can Apply

Community organizations, teams or clubs that meet the following requirements are eligible and encouraged to apply to the True Sport Foundation for a True Sport Community Fund grant.

- Must be a not-for-profit, or a registered charity, or an amateur athletic organization or a community program dedicated to sport. This can include, but is not limited to sport associations and leagues, Parks and Recreation departments, community centres, community associations, schools or school boards, sport clubs, sport councils, city/community run sport programs, Boys and Girls clubs or any group that organizes community-based sport / recreation.
- Must be located in a Canadian province or territory. **Greater priority will be given to applications from Yukon, Northwest Territories, Nunavut, Saskatchewan, Manitoba, New Brunswick, Nova Scotia, Prince Edward Island and Newfoundland.**
- Must provide sport programming for children or youth (see **Sport Definitions**- page 12 of this document)
- Must have a plan to promote *inclusion* and increase *accessibility* to children and youth in sport programming.
- The applicant signing the application form must be above the age of majority (18 or older).

## Judging Process: Selection Committee

The Selection Committee is made up of volunteers chosen by the True Sport Foundation based on the recommendations of the key supporting organizations including The J.W. McConnell Family Foundation, the Canadian Centre for Ethics in Sport (CCES) and other key stakeholders from the sport and recreation sectors. Selection Committee members will have basic knowledge of the Canadian sport and recreation system and knowledge of community development issues across Canada. Members of the Selection Committee will strive for the highest levels of ethical conduct.

Selection Committee members are required to sign a conflict of interest and confidentiality agreement. Selection Committee members that are involved with an applying community, organization, team or club must declare this conflict and abstain from evaluating an application.

## Judging Process: How the Voting Process Works

At the conclusion of each submission period, the Selection Committee will vote on the shortlist of preferred submissions using a points system. The applications with the most points will be awarded the grants.

Applications will receive a score in each of the following areas;

**Sustainability** – The ability of the application to display long-term sustainability and legacy potential. The organization demonstrates that the life of the project/program will extend beyond the life of the grant by demonstrating a long-term plan for the project/program, intention to secure funds to maintain the project or continue to offer the program. Capital investments, building capacity (knowledge), innovation in program content and delivery are all factors that contribute to the legacy potential of the project/program.

**Inclusion** – The ability of an application to demonstrate that a diverse group of children and youth will have the opportunity to participate (gender, culture, ability, race, language, skill level, socio-economic, etc), particularly those from the target sectors: children and youth from low income, aboriginal and new Canadian families.

**Access** – The ability of an application to demonstrate that it will provide sport opportunities for children and youth who may not otherwise get such an opportunity and/or to reduce barriers to participation, particularly for those from the target sectors, low income, aboriginal and new Canadians – this can include but is not limited to equipment sharing/swapping programs, increasing the number of coaches and officials, registration fee reduction or subsidization

programs, improving the quality of existing playing surfaces, creating new playing surfaces, capital improvements to improve access, etc.

**Participation** – The ability of a project/program to impact a significant number of people and/or to increase participant numbers. The level of impact may be quantified or measured relative to the size of the community.

**Community Support** – The ability of an application to demonstrate ways that the community has mobilized around the project/program or that partners, financial or otherwise, will support the program and potentially impact its sustainability through matching dollars/resources programs, volunteer support, gifts in kind etc.

**Governance** – The ability of the application to demonstrate good governance and/or to demonstrate that the organization/group has the collective knowledge, skill and drive to bring the project/program to fruition. Factors to consider are whether the organization is well managed and demonstrates a proven ability to organize and manage viable programs, whether the organization has an established governance structure, whether the organization has a historical track record and/or a history of success and/or a clear plan for future success, whether the organization has a contingency plan in the event that they are not successful with this application, whether the organization is representative of different sectors of or perspectives within the community, etc.

**True Sport Values** – The ability of the application to demonstrate that the organization and/or project/program embraces or intends to embrace the True Sport values of fairness, excellence, inclusion and fun and/or will create a safe and welcoming environment. Factors to consider are whether there is a demonstrated effort to embrace the True Sport Principles for Sport and/or the True Sport Principles for Communities (see **True Sport Principles** – page 14 of this document).

**Target Group** – The ability of the application to create opportunities for members of the targeted, marginalized sectors (low income, aboriginals and new Canadians) to access sport programs and/or to create opportunities for social change for members of the targeted sectors or within the community. The level of impact may be quantified or measured relative to the number of target group members that will be reached with the project/program relative to the size of the community or the total number of people (targeted or mainstream) impacted by the project/program.

**Financial Responsibility** – The ability of the application to demonstrate an appropriate level of good financial management on the part of the organization/group. Factors to consider are whether the applicant has displayed sound financial responsibility by providing budgetary or financial consideration for the project/program including other sources of funding, current status/shortfalls, a

clear plan of how the grant will be used and whether the organization has a proven track record of sound fiscal responsibility.

## Recipient Responsibilities

Grant recipients will be required to sign an agreement outlining their responsibilities related to the grant including preparing an interim report on the use of the funds and highlighting successes, challenges and plans for the future.

True Sport Community Fund recipients will receive will receive **75%** of the funding upon acceptance.

Recipients will be required to complete an online project report. The report must be submitted to the True Sport Foundation no later than one year from the date of receipt of the grant and prior to receiving the remaining portion of the grant.

Upon receiving, reviewing and approving the report, the remaining **25%** of the funds will be forwarded to the grant recipient.

Grant recipients may consult with the True Sport Community Fund staff for clarification on procedures, reporting or processing of the grant.

## Sport Definitions

The True Sport Community Fund uses the definition of sport that has been adopted by Sport Canada:

*A regulated form of physical activity organized as a contest between two or more participants for the purpose of determining a winner by fair and ethical means; such contest may be in the form of a game, match, race or other form of competitive event.*

**Traditional native sports** will also be considered for funding.

Please note that the following activities fall outside the definition of sport and are therefore **excluded**:

- Activities in which people directly use and control motorized vehicles or apparatus as a component of competition (e.g. racing of automobiles, motorcycles, power boats, aircraft, snow machines, etc.)
- Games such as billiards, darts, board games (chess, bridge, scrabble) and electronic games.

In addition, the True Sport Community Fund excludes the professional or commercial use of sports.

The True Sport Foundation, in consultation with the J.W. McConnell Family Foundation, reserves the right to determine whether any activity or any application falls outside the definition of sport intended by this document and the True Sport Community Fund.

## **Contacting the True Sport Community Fund**

Please direct all questions, concerns, comments or suggestions with regards to these guidelines to:

Christina Parsons  
True Sport Community Fund  
350-955 Green Valley Crescent  
Ottawa, ON K2C 3V4  
Email: [cparsons@truesport.ca](mailto:cparsons@truesport.ca)  
Phone: (613) 526-6043 x 3232  
Fax: (613) 521-3134

## **Appendix A**

### **True Sport Principles for Sport**

#### **Go For It**

Always rise to the challenge. Discover how good you can be.

#### **Play Fair**

Play honestly and obey the rules. Winning is only real when competition is fair.

#### **Respect Others**

Respect teammates, competitors and officials, both on and off the field. Win with dignity and lose with grace.

#### **Keep it Fun**

Have a good time. Keep a positive attitude and contribute to a positive atmosphere.

#### **Stay Healthy**

Respect your body. Keep in shape. Avoid unsafe activities.

#### **Give Back**

Do something that helps your community.

### **True Sport Principles for Communities**

#### **Recognize Sport as a Valuable Community Asset**

Help sport live up to its full potential.  
Enable it to contribute to the well-being of the entire community.

#### **Champion Ethical Conduct**

Commit to fair play. Make respect for the rules, officials, coaches and players a priority – on the field and on the sidelines.

#### **Promote Inclusion**

Remove barriers. Encourage participation.  
Make it possible for everyone to get involved and stay involved.

#### **Strengthen Connections**

Create opportunities for people to get together through sport. Make newcomers feel welcome.  
Promote friendship, trust, cooperation and respect.

#### **Support Excellence**

Teams and athletes carry the hearts and hopes of the community wherever they compete.  
Help them to be the best they can be.

#### **Foster Healthy, Active Lifestyles**

Inspire people to get active and stay active. Offer a variety of sport opportunities – both structured and unstructured – that are inviting, enjoyable and rewarding for all.

#### **Create Safe and Welcoming Environments**

Develop, protect and nurture places and spaces that are hospitable and conducive to the safe enjoyment of sport.

#### **Celebrate Contribution**

Recognize and honour the people – coaches, organizers, officials, and volunteers – whose contribution makes sport possible and positive in the community.